

CALIFORNIA CHILDREN & FAMILIES COMMISSION

**Thursday, August 16, 2001
Kenneth Hall of Administration
500 West Temple Street
Room 374
Los Angeles, CA 90012**

I. Call to Order

Commission Chair Reiner called the August 16, 2001 meeting to order at 9:40 a.m.

II. Roll Call

Commissioners present: Rob Reiner, Sandra Gutierrez, Susan Lacey, Karen Hill-Scott, and Glen A. Rosselli

III. Chairman's Report

Chair Reiner introduced Glen A. Rosselli as the Commission's new ex officio member and provided an update on the launch of *The Kit for New Parents*, which is tentatively set for September 25, 2001 in Los Angeles. He said an update on the School Readiness Initiative will be provided and that in future meetings the Commission will be informed and updated by Karen Hill-Scott on all of the workings of the Master Plan and how it will ultimately affect policy. Mr. Reiner informed the Commission that Elias Lopez will be leaving his position with the Commission. He has decided to focus on his extended research that he was working on previously with the Commission at the State Library and research bureau. He expressed thanks for all of the hard work Mr. Lopez has done for the Commission. Mr. Reiner stated that Mr. Lopez built a wonderful team for the Commission and he will be missed. Mr. Reiner informed the Commission that Anthony Souza, Chief of Information Technology, would fill the interim research and evaluation director position until a permanent replacement is found.

IV. Media Campaign

Chair Reiner reported that there is a need to amend the statute to provide the authority for the Commission to be identified as the California Children and Families Partnership for the limited purposes of the media campaign and the *Kit for New Parents*. He said changing the name would be more family friendly, because when information is being delivered from a State Agency or Commission people are less likely to accept it than when it is called "partnership".

Kristina Schake stated that the media campaign contractor is currently shooting commercials for the ad campaign. Ms. Schake stressed that this is the beginning of the ad campaign and the objective is to send the anti-tobacco and parent education message. She stated that the ads would incorporate children with special needs in all of the images. Ms. Schake reported that she will meet with Dr. Vismara and other experts in Sacramento within the next month to discuss special needs issues in communications in order to develop strategies for long term approaches. She introduced Roy Behr who provided information on the contractor's research findings and at what point the contractor is in the process.

Mr. Behr stated that while working with the review group that included Rob Reiner and Kim Belshé, a series of T.V. scripts were developed and approved that are being produced. He stated that there are approximately four days of filming left before the editing process begins. Mr. Behr reported that the contractor is in the process of developing radio, outdoor and print ads that will work together with the television campaign. He explained that there is anticipation for a mid-September launch with September 25th being the most likely date. He said the television ads will be aired in five languages and that the radio, outdoor and print languages will have additional languages incorporated which have not been determined yet.

Ms. Schake stated the intention to launch the *Kit for New Parents* and the media campaign together at one press conference in Los Angeles for it to be an all-encompassing public education mission.

Mr. Behr provided a brief overview of how extensive the research has been, some of which follows:

- Started with a series of 38 focus groups, which were comprised of individuals from a wide range of ethnic groups and languages. (English, Spanish, Cantonese, Mandarin, Thai, Korean, Cambodian, Tagalog and Vietnamese) Groups of smokers, ex smokers and caregivers were included.
- 2000 interviews were conducted in a statewide survey.
- After developing storyboards the contractor went to a two-stage ad process that included "Dial Groups" where participants register their reactions to ads on a device with a dial when the ad is played to them.
- A similar series of focus groups were conducted where the participants were asked to give ratings on paper and discuss the ads.
- Advice from experts and stakeholders were part of the process from the beginning.

The following general points from the research were provided along with a description of how each finding was incorporated into the advertisements.

- Parents need to be persuaded that they can make a big difference in how their young children develop.
- Children spend more time in the care of relatives than in paid child care in all groups except whites.
- Low-income white women were the least likely to quit smoking while pregnant.
- In the Hispanic and API populations, men were the least likely to quit smoking around pregnant women.
- There was less awareness of the concept that there are risks to the fetus from secondhand smoke.

Mr. Behr explained that five months were spent on the research on which the ad campaign is based. He said throughout the campaign the results of the research will show up in the ads. Mr. Behr stated that the contractor is very cognizant of the fact that even in the general market media it is a multi-ethnic audience that is present.

Mr. Behr stated that the contractor has succeeded in accomplishing its goal to reach across ethnic lines. He described the ad testing process and explained some of the results of showing the ads to people which follow:

- People said that they identified with the people and situations in the ads.
- People said the ads were useful and good reminders.
- People found them educational, informative and motivating.
- People were especially fond of hearing children and seeing parent/child interaction.

Mr. Behr stated that in all the ads produced there would never be a moment where a child is pictured alone. He presented a series of the most effective ads (animations) developed for production on a video display monitor. A brief description of each follows:

- A 60 second intro ad that is aimed at both parents and caregivers to introduce notions of things they could be doing to help their child.
- An ad with examples of daily tips that show how a parent and child can interact in the course of a daily routine.
- An ad with a message about slowing down in order to incorporate children into daily life.
- An anti-smoking ad that addresses both the problem of pregnant women smoking and men smoking around pregnant women.
- A 60 second overview ad.
- An ad directed at caregivers watching television.
- An additional ad directed at caregivers.
- An anti-smoking ad aimed at the issue of pregnant women smoking.
- An ad produced only in the Asian and Spanish markets aimed at men who smoke around pregnant women.

Mr. Behr stated that these are the ads that have been approved by the review group and that there are several ads that will be produced a few months down the road.

Chair Reiner asked Mr. Behr when he thinks the Commission and contractor should branch off and do more advertising with specific messages.

Mr. Behr explained that in the two 60 second ads, special needs children will be portrayed. He said it is a policy decision on the part of the Commission to decide when to branch off into a whole range of issues it may choose to explore.

Ms. Schake stated that the contractor will be looking for direction by the Commission on what to focus on. She said a regionalized ad campaign is the second part of their plan, where services are directly advertised from the County Commissions on a local level.

Ms. Schake said that these ads would be focused on specific areas. She said the ads presented today are the ads containing the broader messages that are to go out statewide.

Commissioner Lacey stated that she has one caution, which is as follows:
If the main campaign is "*Your choices shape their chances*" the contractor needs to be very careful when talking about special needs children not to reinforce the idea that whatever the parents and caregivers did is the reason these kids are special needs children.

Chair Reiner said that there is a long way to go in educating the public about the importance of the early years, and the interactions between parents, caregivers and their children.

Commissioner Gutierrez asked Ms. Schake if the idea of having one child that could be identified with the prop.10 campaign would make sense.

Ms. Schake responded that it would be very difficult to choose one child because of inclusion issues.

Commissioner Hill-Scott discussed special needs and disability awareness. She said in the area of special needs, general awareness material is needed to make people understand that there is this constituency and there are needs that nobody thinks about unless they are a parent of a child with special needs. She discussed awareness of the importance of early childhood among the general public.

She suggested that the "public will" message should be a major agenda item for the Commission retreat early in 2002. Commissioner Hill-Scott raised the question of using the term "caregiver". She said care must be taken politically about confusing the roles and responsibilities of parents with the roles and responsibilities of people who take care of others' children. She noted that the gender of the narrator was male in every single advertisement and inquired into the reasoning for that.

Mr. Behr said that they are casting voices and will provide the Commission with options to consider over the next couple of weeks.

Commissioner Hill-Scott expressed concern over how young low-income single mothers in non-committal relationships will be reached.

Mr. Behr stated that the casting of real life people in their homes, as they exist, and the radio component of the campaign that targets people more specifically, will help address the concern.

Chair Reiner stated that the Commission needs to take action on the idea of identifying itself as the California Children and Families Partnership.

Ms. Schake remarked that while conducting the research, the contractor realized that with a lot of the audiences targeted, the name California Children and Families Commission turned out to be a liability. She said the contractor was attempting to look at this in some detail to try and make the public education efforts as effective as possible. She said the targeted audiences had issues of trust with the name.

Mr. Behr stated that the word “Commission” meant government to people. He said giving advice to people on how to be better parents is a sensitive area and government isn’t exactly the most trusted source in the area. He described the subsequent stages of research testing that showed 90% of people significantly were more likely to trust the word “partnership” than the word Commission.

Ms. Schake pointed out that just talking about “Commission” made a good portion of every group respond negatively. She said some of the reasons people cited for this were that they thought they would be tracked by government and be evaluated and judged.

MOTION: Chair Reiner made a motion to amend the statute to provide the authority for the California Children and Families Commission to be identified as the California Children and Families Partnership for the limited purposes of mass media communications and public education. The motion was seconded and passed by vote without dissent.

VI. School Readiness Update

Jane Henderson explained that since the last Commission meeting, the final touches have been put on the RFF to launch the school readiness initiative. She advised that last week informational meetings were held at various locations throughout the State, primarily for County Commissions, regarding the launch of the initiative.

Emily Nahat stated that the deadline given to release the RFF is August 1st and a copy of the “building blocks” publication was sent to County Commissions to help explain and give more depth to the school readiness definition. She said a brief by Child Trends was

also sent which provides the National Educational Goals Panel definition of school readiness, a synopsis of major research findings and all of the five essential components that are being promoted for this initiative. Ms. Nahat said that a generic PowerPoint presentation that can be customized locally to do presentations, was provided as well. She reported that the materials were well received and 34 Counties were reached at the information sessions.

Commissioner Gutierrez recognized the Orange County Commission for the work they have done in the school readiness area.

VII. Adjournment

Chair Reiner mentioned that the next meeting would be held on September 20th, 2001, in Bakersfield. He made a motion to adjourn, which was seconded and approved by the Commission.